Create New Pipeline Opportunities

Qualified Meeting (QM) generation

Customer cultivation for expansion deals

Support development of leveraged G2M channel



Capture/Defend Market Share
Establish rules to enter and compete in SM4E space through thought leadership
Demonstrate market need for and size of SM4E
Establish and maintain "inventor" status
Demonstrate market penetration through customer traction



Shorten Sales Cycles
Refine campaigns, messaging and targeting
Improve sales readiness



Demonstrate Vendor Stability

Hype ISV/CSI Partnerships and customer traction

Market technological "sizzle"

Puff company up like a blowfish



Recruit & Retain Top Talent
Attract top talent to join the Venafi Team
Energize employees to improve loyalty

PRODUCT / SERVICES MARKETING DEMAND GENERATION Campaign Strategy, Design & Planning Messaging Objection Handling Release-Specific Info Campaign Execution Competitive Positioning Qualification / Scoring **Creative Services** From PM: Competitive Analysis **Events:** Seminars, Workshops, Webinars, Industry Events, etc. Business Influencer Strategic fit / impact Branding **Branded Gifts** High-cost cross-org decisions White Papers Style Guide Templates Copywriting Net impact on risk profile (+/-) Case Studies Corp. Positioning Stability of vendor Success Stories Logos Icons Packaging Internal Marketing Value creation or preservation Business Cases **Exhibit Design** Pull / Awareness: Print Advertising, Whitepaper Syndication, Google pay per click, etc. Best Practices Guides Collateral Production Design Apparel **Decision Maker** ROI/TCO Analysis Financial justification / funding source Cost to implement / maintain Push / Direct Marketing: Direct Email, Direct Print, Telephone prospecting, etc. Net impact on FTEs (+/-) Electronic Marketing Eval/ PoC Guides Market Training Market Insights Analyst Insights Plan to measure promised results Web Strategy Web Design Site Maintenance hnical Influencer Technical due diligence Joint-Mktg Collateral Media Analysis Operational impact Site Analytics Media Planning Fit within existing environment Blogging etc. Media Buying Training needs Impact on security posture Launches **Analyst Relations Media Relations** Influence Influencers Thought Leaders Analyst Relationship Mr Media Relationship Mm Spokesperson Mgmt Spokesperson Mgmt **Analyst Briefings** Press Releases **Media Pitches Analyst Inquiries** Blogosphere Outreach **Speaking Opportunities**

MARKETING COMMUNICATIONS



